

# *the logo in your name*

Reproduce all 14 examples below, but use your own name/initials.

In a separate document, create at least 6 new logos of your own, again using your name, or the name you'll be using for the logo you will design for the Final Project. This project can be a springboard for that logo, or stand alone as an exercise in logo making. The terms are listed to help you answer the question, "What should I do?"

*kerning*  
*case upper/lower*  
*weight*  
*width*  
*spacing*

*up*  
*left*  
*front*  
*vertical*  
*angled*

*centered*  
*left*  
*right*  
*reversed*

**JHM**

**T**  
TONI  
ANTONIA  
ARUFFO

TONI  
Antonia Aruffo

JM  
Peace symbol

**james&co**

Stylized H with vertical stripes

Stylized jm with radiating lines

Toni

TONI  
Antonia Aruffo

Stylized j and m

JM inside a triangle

JHM inside a circle

TONI  
Antonia Aruffo

Toni